

DATE: 3-11-09

TO: City Clerk

FROM: Representative Beto O'Rourke

ADDRESS 2 Civic Center Plaza 10th Floor, El Paso, TX TELEPHONE 915-541-4123

Please place the following item on the (Check one): CONSENT X REGULAR _____

Agenda for the Council Meeting of March 17, 2009

Item should read as follows: Appointment of Anna Aleman to the Art Museum Advisory Board as requested by Representative Beto O'Rourke, District 8.

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: ART MUSEUM ADVISORY BOARD

NOMINATED BY: Representative Beto O'Rourke DISTRICT: 8

NAME OF APPOINTEE Anna Aleman
(Please verify correct spelling of name)

BUSINESS ADDRESS: 1400 Hardaway, Ste. 210

CITY: El Paso ST: TX ZIP: 79903 PHONE: 915-544-4151

HOME ADDRESS: _____

CITY: El Paso ST: TX ZIP: _____ PHONE: _____

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Lucinda Vargas

EXPIRATION DATE OF INCUMBENT: 03-15-2009

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 03-17-2009

EXPIRATION DATE OF NEW APPOINTEE: 03-17-2011

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X
2nd TERM: _____
UNEXPIRED TERM: _____

Anna Alemán

work: 1400 Hardaway Ste. 210 • 79903 • (915)544-4151

Work History

Executive Director • FEMAP Foundation • Jan. 2006 – Present

Manage a foundation with impact in the lives of more than one million people in the El Paso, Texas/Cd. Juarez, Chihuahua metroplex every year. Write and administer grants for bi-national projects that deal with the provision of health, health prevention, community banks, and environmental research and support the administration of *Hospital de la Familia* and *Hospital Santa Maria* which provide 736,000 medical services a year. Market the foundation and its programs to stakeholders and maintain media relations. Prepare communication pieces such as annual report and newsletters. Work with staff in Mexico to ensure grant compliance and develop and implement funding and sponsorship opportunities. Recent outcomes: Grew the Friends of FEMAP International volunteer corps from four members to 50, increased individual donations 60%, increased the number of our e-newsletter readers from 1,000 to 3,500 and successfully coordinated the first ever International Gala Fundraiser.

Director of Marketing & Communications • YWCA El Paso Del Norte Region •

July 2003 – Dec. 2005

Responsible for the day-to-day operation of the YWCA Marketing Department and fulfilling the communication needs of the country's largest YWCA affiliates, its five branches and ancillary service sites. Duties include: Responsible for coordinating press conferences, assisting/supporting staff during interviews with the press and representing the YWCA as its spokesperson, coordinating large-scale events for staff, civic leader recognition and fundraising purposes. Oversee all production of communication tools and collateral materials such as; newsletters; brochures; multi-branch activity guides; event programs, invitations and certificates; print advertising and an annual report. Responsible for writing and supervising production of radio and television commercials and organizational videos. Able to negotiate and coordinate media buys, media sponsorships and media coverage. Under general direction, assist in identifying, planning and coordinating fund development programs and activities including donor cultivation and recognition, grant writing and fundraising, managing or assisting with special events

Museum & Education Marketing Manager • California Center for the Arts •

Sept. 1998 – August 2000

Responsible for developing the museum's marketing plans, business development and assisted with the creation of budget plans for art exhibits, featured performances and special events. Coordinated the publicity for museum events including media releases, invitations, exhibit calendars, gallery guides and oversaw advertising efforts as well. Assisted with coordinating exhibit openings and gallery talks featuring world-renowned artists. Developed and implemented educational programs for school-aged youth for community outreach purposes. Developed and managed a comprehensive development program that included fund-raising activities per exhibit and annually and worked with Development Department to determine funding needs.